

PhD IN BUSINESS

Marketing Concentration

The Bentley PhD in Business with a Marketing concentration pursues innovative and insightful research on how organizations produce, deliver and sustain value for consumers, other organizations and society. Through this specialized curriculum, you could take courses in consumer behavior and marketing strategy, and then a course related to your specific dissertation area within marketing. Our portfolio of research interests represents a wide-ranging perspective of the marketing discipline, a perspective that ultimately benefits the university, the discipline and your career.

DIRECTOR OF PhD PROGRAMS



JAY C. THIBODEAU

- Research interests: External auditing process, cognitive characteristics of experts, big data in financial statement auditing
- As director, Jay is passionate about developing highly productive scholars and outstanding classroom teachers.

WORLD-CLASS FACULTY



PIERRE BERTHON

Research interests: Marketing information processing, strategy, management decision-making, marketing and ethics, technology and marketing



NADA I. NASR

Research interests: Postpurchase consumer behavior, customer lifetime value, mindful consumer behavior



SUSAN DOBSCHA

Research interests: Sustainability, transformative consumer research, gender issues, and consumer behavior



LAN XIA

Research interests: Consumer information processing, behavior pricing, e-commerce, service and satisfaction

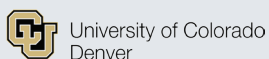
PROGRAM FEATURES

- One of only two PhD programs in the United States accredited by both AACSB and EQUIS, and the only program in the United States with membership in the European Doctoral Association in Management and Business Education (EDAMBA).
- Free tuition and student health insurance, plus a generous stipend for the first four years, with a fifth year of funding possible. Students also receive research and conference support.
- An inclusive community committed to producing high-quality research.
- Located just nine miles from the heart of Boston.
- A broad interdisciplinary foundation with emphasis on business, technology and society.
- Methodology courses, including both quantitative and qualitative courses, as well as a specialized course in experimental design.
- Mentored, hands-on training in teaching.

Designed for top-level candidates with research interest in:

- Consumer behavior
- Consumer empowerment and/or disempowerment
- Marketing and technology
- Gender
- International marketing
- Marketing analytics
- Pricing
- Social or cause-related marketing
- Subsistence marketplaces
- Sustainability

RECENT BENTLEY PHD PLACEMENTS



SELECTED RESEARCH BY MARKETING FACULTY, PHD STUDENTS AND ALUMNI

- Berthon, P., Pehlivan, E., Yalcin, T., Rabinovich, T. (2019). True, fake and alternative: a topology of news and its implications for brands. *Journal of Product & Brand Management*, Vol. 29 No. 2, pp. 144-149.
- Dobscha, S., & Podoshen, J. S. (2017). Death consumes us—dispatches from the “death professors”. *Consumption Markets & Culture*, 20(5), 383-386.
- Eckhardt, G. M., & Dobscha, S. (2019). The consumer experience of responsabilization: the case of Panera Cares. *Journal of Business Ethics*, 159(3), 651-663.
- Fedorenko, I., Berthon, P. (2017). Beyond the expected benefits: unpacking value co-creation in crowdsourcing business models. *AMS Review*, 7 (3-4), 183-194.
- Fedorenko, I., Berthon, P., and Edelman, L. (2020). Hide and uncover: the use of secrets in marketing. *Journal of Marketing Management*, 1-23.
- Fedorenko, I., Berthon, P., Rabinovich, T. (2016). Crowded identity: Managing crowdsourcing initiatives to maximize value for participants through identity creation. *Business Horizons*, 59 (6).
- Jurgens, M., Berthon, P., Edelman, L. (2016). Social Media Revolutions: The Influence Of Secondary Stakeholders. *Business Horizons*, 59 (2), 129-136.
- Nasr Bechwati, Nada. (2019). The Beauty and the Beast of Consumption: A Review of the Consequences of Consumption. *Journal of Consumer Marketing*, 36(7), 911-925.
- Ottley, G., Nasr, N. I. (2017). Teaching an Elevated View of Marketing: Marketing with Customers. *Marketing Education Review*, 28 (3), 217-229.
- Pehlivan, E., Berthon, P., Hughes, M. (2015). Keeping up with The Joneses: Stealth, secrets, and duplicity in marketing relationships. *Business Horizons*, 58 (6), 591-598.
- Rabinovich, T., Berthon, P., Fedorenko, I. (2017). Reducing the distance: financial services education in web-extended learning environments. *Journal of Financial Services Marketing*, 22 (3), 126-131.
- Ren, X., Xia, L., Du, J. (2018). Delivering Warmth by Hand: Customer Responses to Different Formats of Written Communication. *Journal of Service Management*, 32 (2), 223-234.
- Wang, E. J., Berthon, P., Leyland, P., McCarthy, I. (2016). Service, emotional labor, and mindfulness. *Business Horizons*, 59 (6), 655-661.
- Xia, L., Nasr Bechwati, N. (2017). Combining Good Deals with Good Deeds: The Impact of Price Promotions on Checkout Donations Online. *Journal of Product and Brand Management*, 26(3).
- Zheng, Q., Xia, L., Fan, X. (2016). Beyond Hedonic Enjoyment: Eudaimonia Experience in Craft Consumption. *Journal of Consumer Marketing*, 33 (6), 479-488.

FOR MORE INFORMATION

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FACULTY CONTACT

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APPLICATION DEADLINE:

January 5, 2021

Early applications are encouraged.